

## *Sample Press Release*

### **For Immediate Release**

Date

Contact: *(name, title, organization, phone number, email address)*

### DRESS IN BLUE DAY

March is National Colorectal Cancer Awareness Month...  
Save Lives, Promote Colon Cancer screening and Dress in Blue on March 2, 2018!

The Kentucky Cancer Program (KCP) is encouraging everyone to Dress in Blue on Friday, March 2, 2018 as part of the annual nationwide campaign to promote colon cancer screening.

Community partners, led by KCP District Cancer Councils, are sponsoring many special activities March 3<sup>rd</sup>, and throughout the month. *(add your special event information here).*

Colon cancer is the second leading cause of cancer deaths in men and women combined in the nation and the state. The mortality rate in Kentucky is among the highest, claiming the lives of more than 800 people each year.

Please join the Kentucky Cancer Program District Cancer Council in raising awareness about this preventable disease. Spread the word about colorectal cancer and encourage your friends and family age 50 and over to get screened.

For more information about coming events in your community, call *add your local phone #.*

***Dress in Blue on March 3rd and tell your friends and family why!***

*The Kentucky Cancer Program is the state mandated cancer control program jointly administered by the University of Louisville and the University of Kentucky. KCP's mission is to reduce cancer incidence and mortality by promoting cancer education, research and service programs.*